



Contact centre services

Our contact centres are an innovative, cost-effective and increasingly popular way for pharmaceutical and healthcare companies to target customers in a more holistic way.

Medical contact centres typically involve highly trained sales reps interacting with healthcare professionals via phone (tele-detailing) or a web-based platform (interactive e-detailing). These channels can be implemented at any stage of the product lifecycle to complement your field teams, reinforce product messages, reach hard-to-access areas and promote mature brands without additional field reps.

Contact centre services:

At Ashfield we offer a comprehensive suite of contact centre services, including:

- 1 Tele-Detailing** - Trained reps interacting with healthcare professionals over the phone to educate customers and promote products.
 
- 2 Interactive E-Detailing** - Like tele-detailing, but these reps communicate with healthcare professionals via a web-based platform in order to share visual information on products.
 
- 3 Hybrid Representatives** - Multi-skilled reps working effectively across larger territories by using a blend of communications channels, including face-to-face meetings, tele-detailing and interactive e-detailing.
 
- 4 Stakeholder Mapping** - Desk-based research to identify key targets and information gathering on channel preference and best times to call – all informing the optimum targeting and channel strategy to reach customers effectively.
 
- 5 Concierge** - A great asset to sales teams, the concierge service sets appointments, takes requests for promotional material, recruits healthcare professionals to meetings and does a lot of the background work that allows reps to get on and do what they do best.
 
- 6 Customer Service** - Expert customer service teams handle customer queries, process product orders and reinforce positive experience of the brand, helping to ensure long-term customer satisfaction and retention.
 
- 7 Medical Information** - Medical Information is a 24/7 service that provides vital product and safety information. These highly trained teams are the voice of clients and are skilled at resolving issues.
 
- 8 Patient Support** - Just as you can interact with healthcare professionals via web and phone, you can also use these channels to communicate with patients, provide personalised treatment support and improve adherence.
 



Pioneers of outsourced contact centres across the globe since

2011



We're committed to continual investment in technology, people, governance and services

750

Highly trained contact centre reps speaking 20 languages and working across a broad range of therapy areas. These include cardiovascular disease, respiratory diseases, diabetes, rheumatology, oncology, women's health, neurology, nutrition, devices, vaccines, anti-infectives, dental care, generics and animal health

11

Dedicated centres with state-of-the-art facilities in 11 countries (UK, US, Austria, Canada, Denmark, Germany, Ireland, Japan, Portugal, Spain and Turkey), and trusted delivery partners in France, Italy, Brazil and Argentina

100

More than 100 client accounts with all the leading names in pharma



We were the Remote e-Representative of the Year 2016 and 2017 (UK PF Awards)